

### Anywhere Your Music

### **Invention Disclosure Form System Overview**

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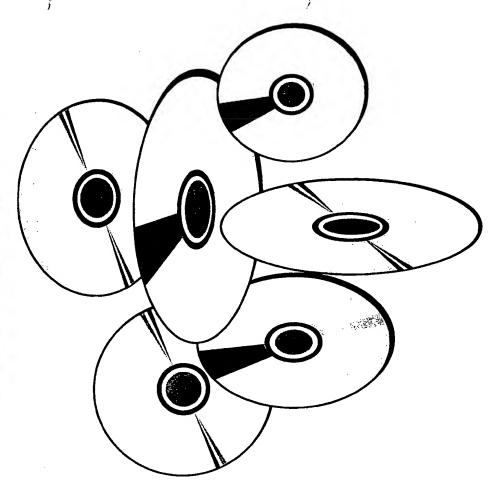


## Your asset ...

I You've built a substantial collection of CD's containing all your favorite music

the average consumer owns xx CD's

I the average audiophile owns xx CD's



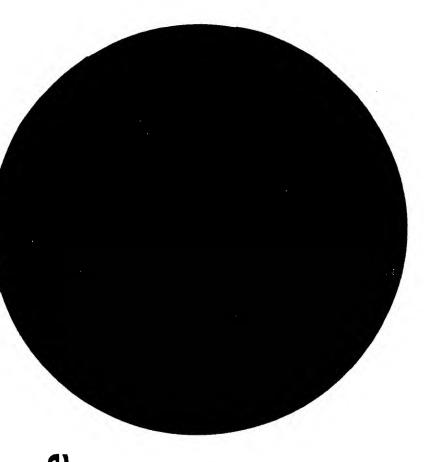
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## Your problem ...

- You want to listen to your music anywhere and everywhere
- I for the purpose of playing music on the go, away from the home, each year
- I xxMM personal stereos
- I xxMM car audio stereo head units

(sold annually)



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# Your current solution

- Carry your CD's with you wherever you go
- xxMM carrying cases
- (sold annually)
- Record from your own collection to a portable medium
- xxMM blank cassettes
- I xxMM blank MD's
- (sold annually)

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Insert media art

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## The better solution



I upload your collection to a secure server

access it from anywhere via a new music
device connected to
the Internet in either
a wired or wireless
method via streaming
or download options

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## Your Music Anywhere

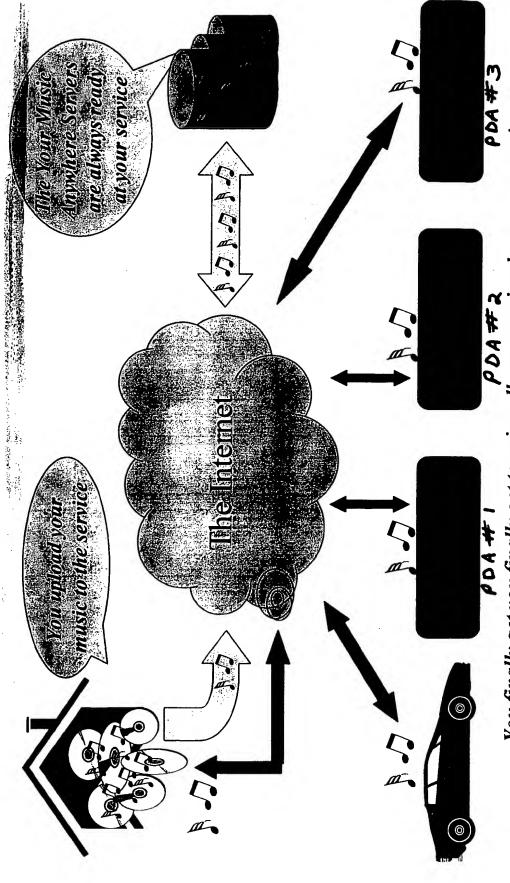
### ■ Step #1

- Consumer uploads current music collection
- I via a CD ROM and Net-enabled PC
- via Net-enabled CD player/changer
- I via Net-enabled upload service business
- Step #2
- Vour Music Server processes the upload, checking for security **limitations**
- Step #3
- 1 You accesses Your Music Server via a qualified Net-enabled device
- Step #4
- I Your Music Server securely delivers the music in either streaming or download formats as appropriate

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## Your Music Anywhere



You finally get you finally get to enjoy all your music wherever you go! Gregory D. Gudorf 09/27/99

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## Your Music Anywhere

## Business model basics:

- Major server-side cost elements
- i xxmb storage per average consumer
- high bandwidth backbone connection
- potentially lengthy session times
- l secure operation

### Potential revenue options

- I membership fee base
- I micro-pay playback fee base
- one-time upload fee base
- I audio advertising model delivered with music
- I new music sales based on profiling results
- l new device sales